

COVID-19 Research Roundup

January 31, 2022

Kitimat, Northern BC

BC's Response to COVID-19

Province-wide restrictions

The insights noted in this Research Roundup were gathered before the beginning of new public health restrictions put in place in December 2021. Health and safety protocols, such as mask wearing, physical distancing, and capacity limits, vary by event and business type.

[Click here](#) for more information on BC's current COVID-19 guidance and regulations.

On July 19, 2021, Canada announced the opening of the border to fully vaccinated US citizens starting August 9. On September 7, Canada began allowing any fully vaccinated travellers entry into the country if they provide mandatory travel information including pre-entry test results.

Information provided in this Research Roundup Report highlights local and global insights which may be applicable to BC now.



Destination BC is compiling relevant research and articles every month related to the travel and tourism industry and COVID-19.

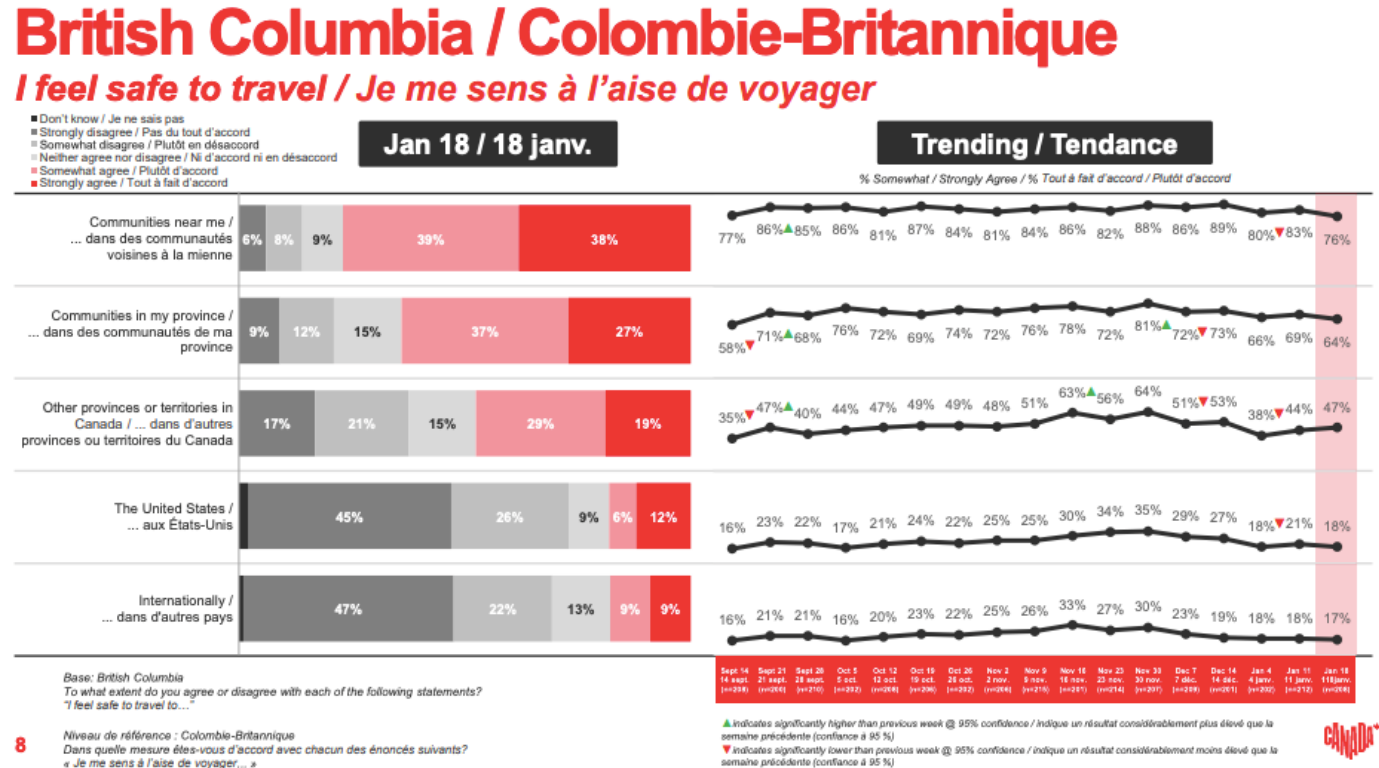


Last month in brief:

- Destination Canada reports that 64% of BC residents feel safe travelling to other communities in their province
- Destination BC reports that 29% of BC residents intend to travel elsewhere in BC for an overnight trip within the next 2-3 months
- BC weekly domestic overnight visitation decreased -5.8% from the previous week
- BC sees an increase of +33% in weekly domestic overnight visitation compared to the same period in 2021
- BC's occupancy rate (41.4%) increased +11.9 points compared to the same period in 2021
- BC's average daily rate (\$156.23) increased +31.1% compared to the same period in 2021
- BC's RevPAR (\$64.64) increased +5.8% from the previous week
- Latest Snapshot of BC Travel shows Vancouver, Coast, & Mountains region made up 40% of domestic visitation
- Destination Analysts reports 76.2% of American travellers are ready to travel
- Skift reports that since the pandemic began DMO's are spending more time on sustainability initiatives
- UNWTO reports 57.9% of the global population has received at least one dose of a vaccine
- A summary of relevant tourism headlines from around the world
- Tourism and COVID-19 dashboard and reporting resources

Destination Canada reports that 64% of BC residents feel safe travelling to other communities in their province

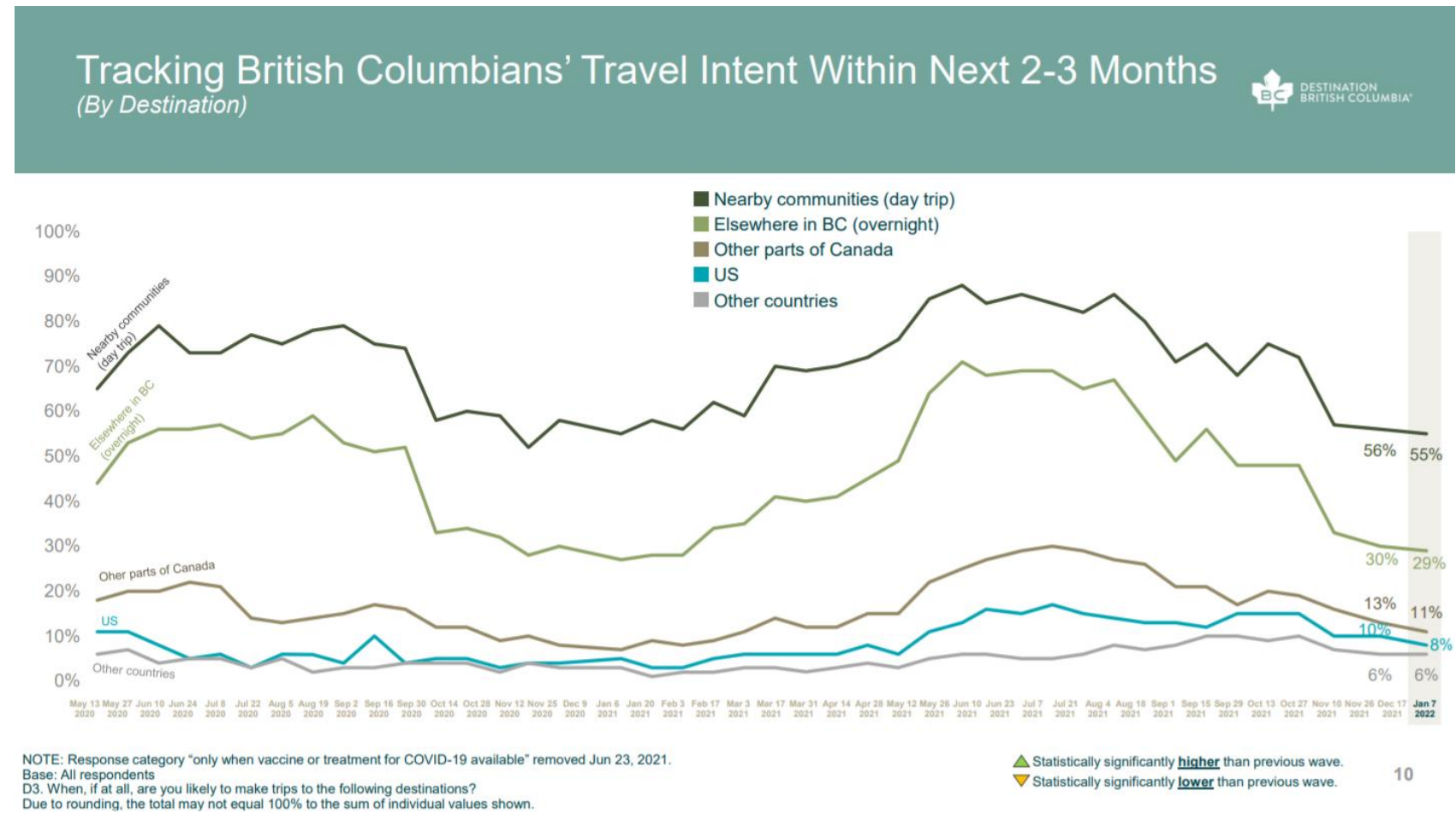
- In Destination Canada's latest Resident Sentiment report (January 18, 2022), 64% of BC residents reported feeling safe travelling to other communities in their province.
- The same report showed that 76% of BC residents feel safe travelling to nearby communities, while 47% of BC residents feel safe travelling to other provinces.
- Additionally, 18% of BC residents feel safe travelling to the United States and 17% of BC residents feel safe travelling internationally.



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, Jan 18, 2022](#)

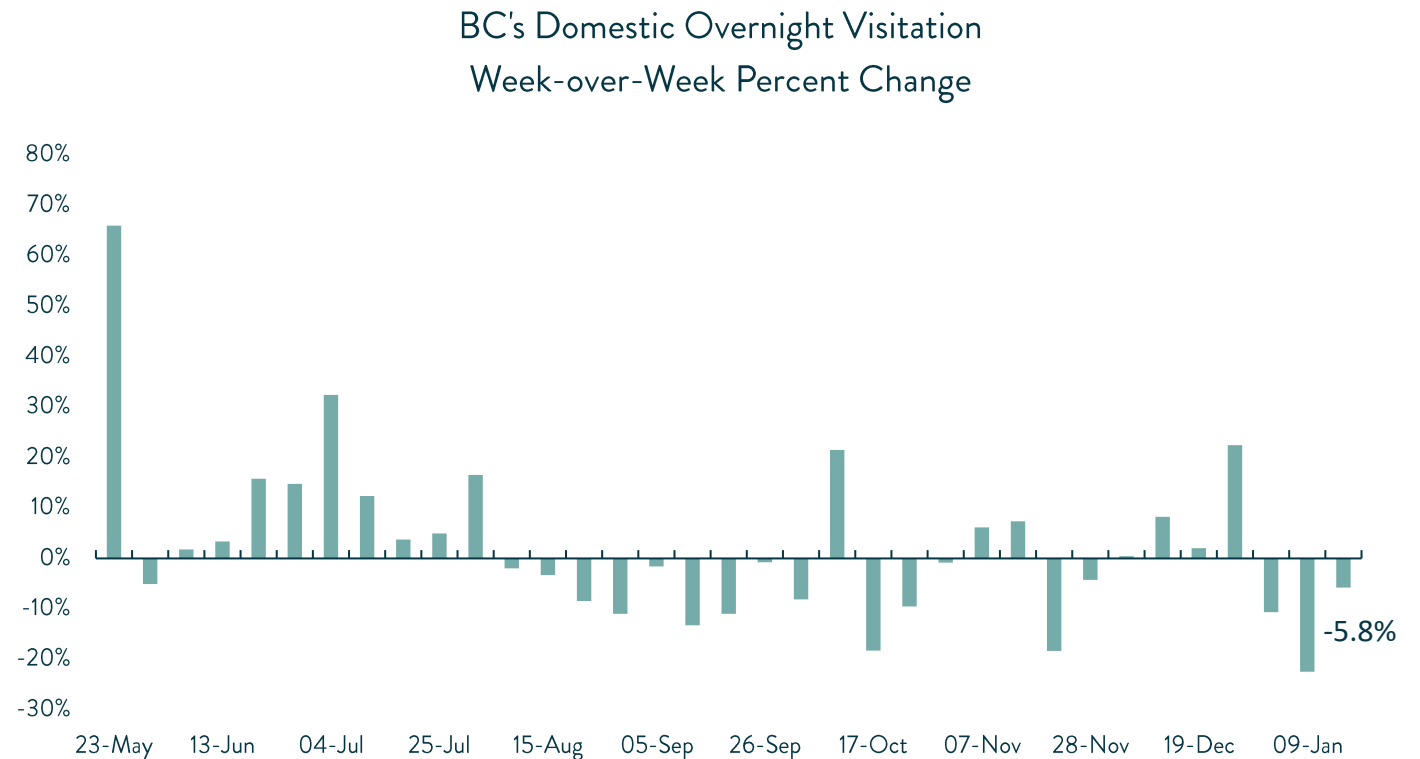
Destination BC reports that 29% of BC residents intend to travel elsewhere in BC for an overnight trip within the next 2-3 months

- In Destination BC's latest BC Residents' Public Perceptions Wave 42 (January 7, 2022) report, an estimated 29% of British Columbian residents said they intend to travel elsewhere in BC for an overnight trip in the next 2-3 months, compared to 55% to nearby communities for a day trip, and 11% to other provinces in Canada.
- The same report showed that 8% of BC residents intend to travel to the US within the next 2-3 months and 6% intend to travel to other countries.



BC weekly domestic overnight visitation decreased -5.8% from the previous week

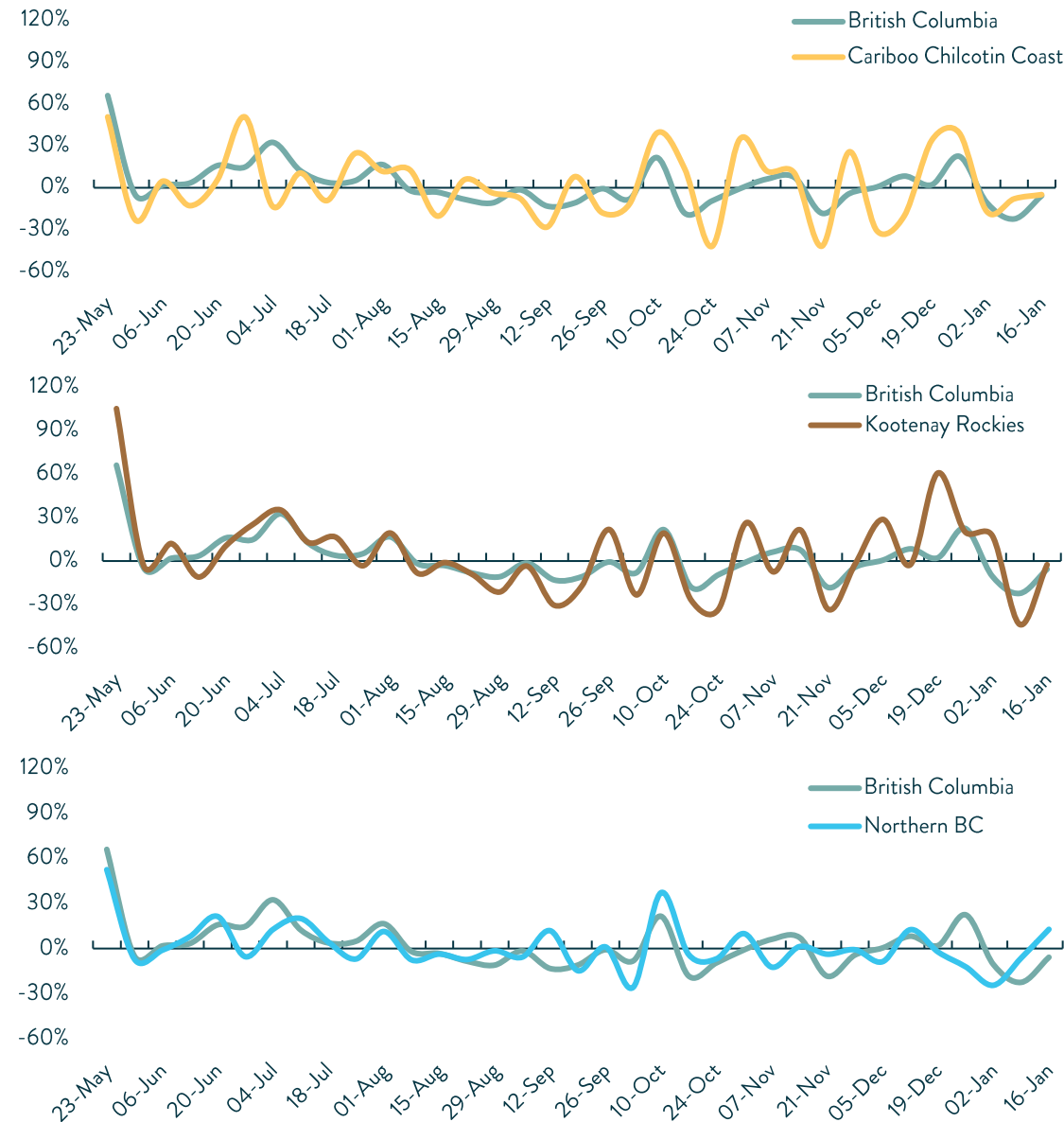
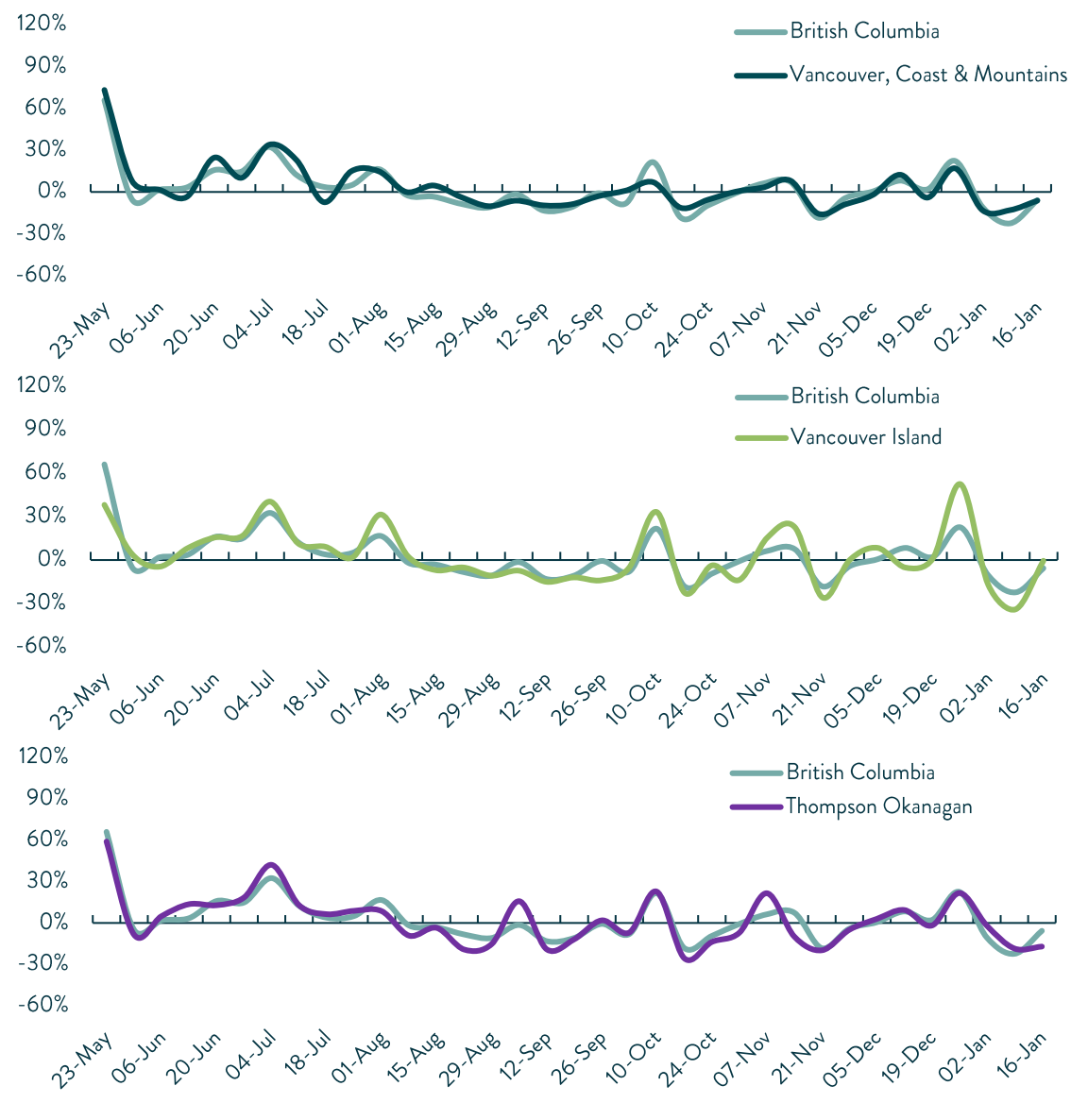
- According to Environics Analytics Weekly Tracker Report, during the week ending January 16, 2021, BC experienced a week-over-week decrease of -5.8% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in one of six tourism regions across the province:
 - Northern BC (+12.8%)
- Week-over-week decreases in domestic overnight visitation were seen in the other five tourism regions:
 - Vancouver Island (-0.5%)
 - Kootenay Rockies (-2.6%)
 - Cariboo Chilcotin Coast (-5.0%)
 - Vancouver, Coast & Mountains (-6.0%)
 - Thompson Okanagan (-17.1%)



Source: [Environics Analytics Weekly Tracker Report, Dec 12, 2021](#)

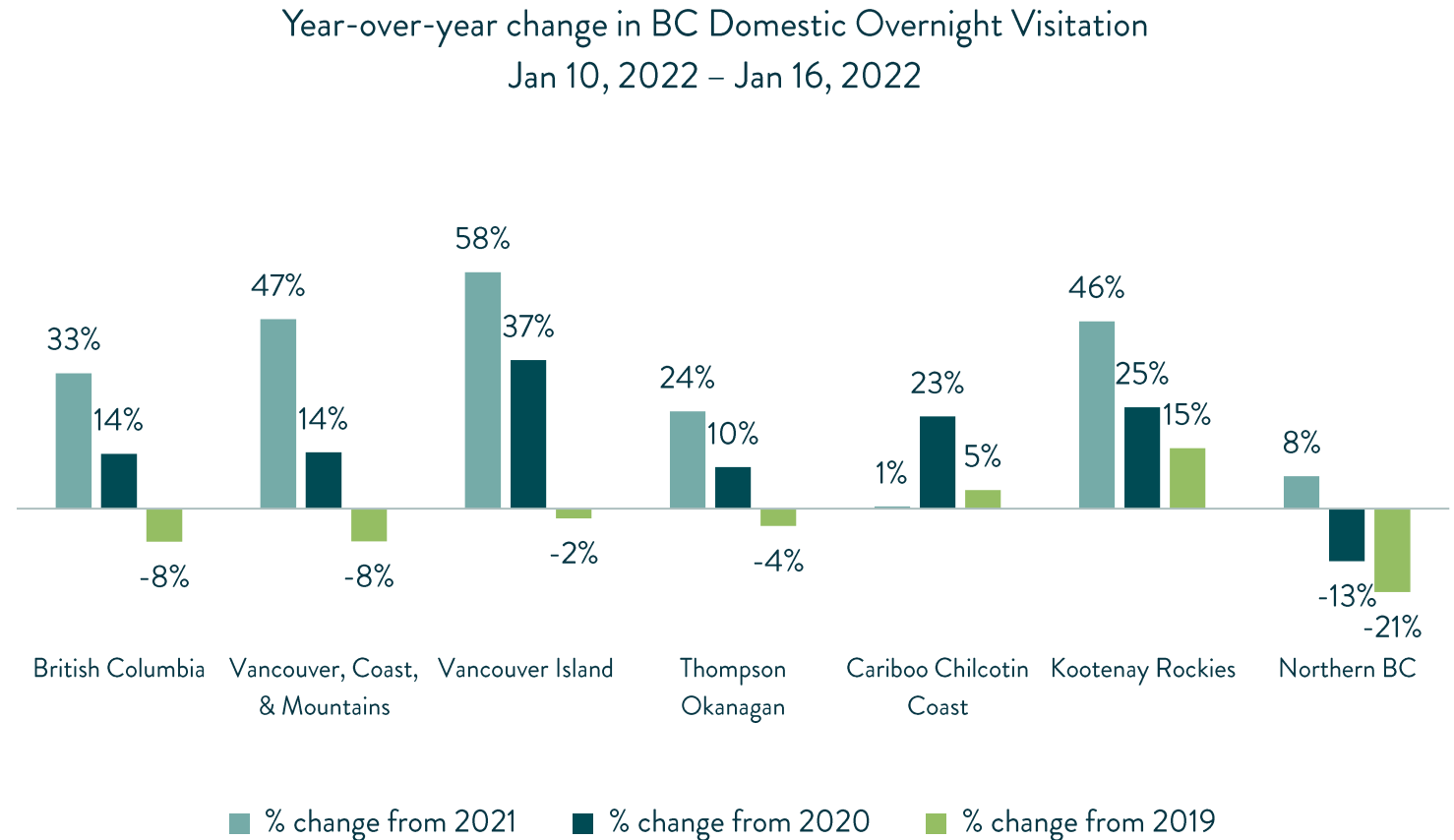


BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



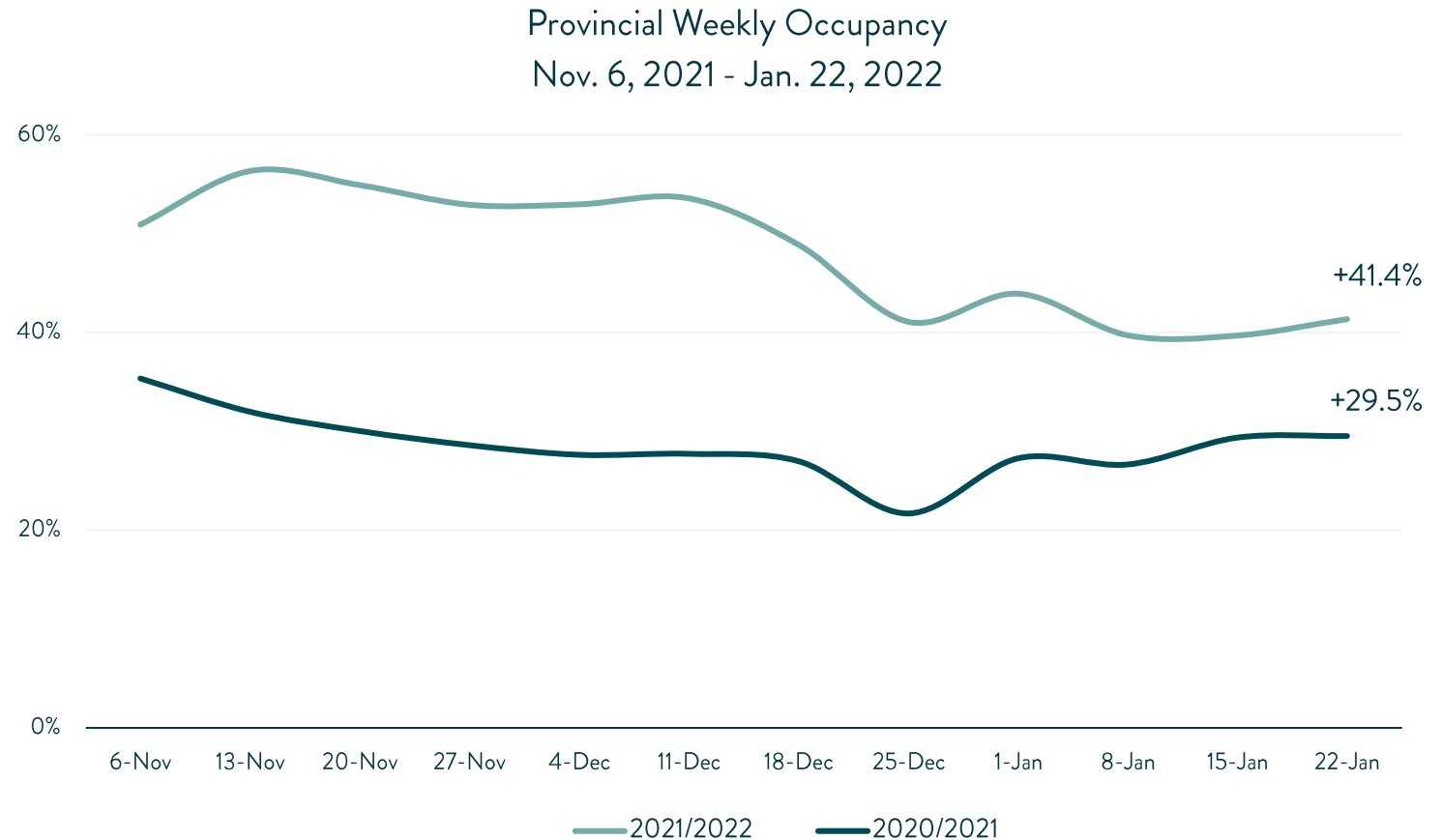
BC sees an increase of +33% in weekly domestic overnight visitation compared to the same period in 2021

- For the week ending January 16, 2022, Environics Analytics reported that BC's weekly domestic overnight visitation increased +33% compared to the same period in 2021 and +14% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation decreased -8%.
- All tourism regions showed growth in domestic visitation when compared to the same period in 2021. Additionally, all tourism regions, with the exception of Northern BC, saw growth in domestic visitation when compared to the same period in 2020.



BC's occupancy rate (41.4%) increased +11.9 points compared to the same period in 2021

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy rate for BC was 41.4% for the week of January 16 - 22, 2022. This represents an increase of +1.7 points from the previous week.
- It also represents an increase of +11.9 points compared to a similar period in 2021 and a decrease of -19.5 points compared to a similar period in 2019.



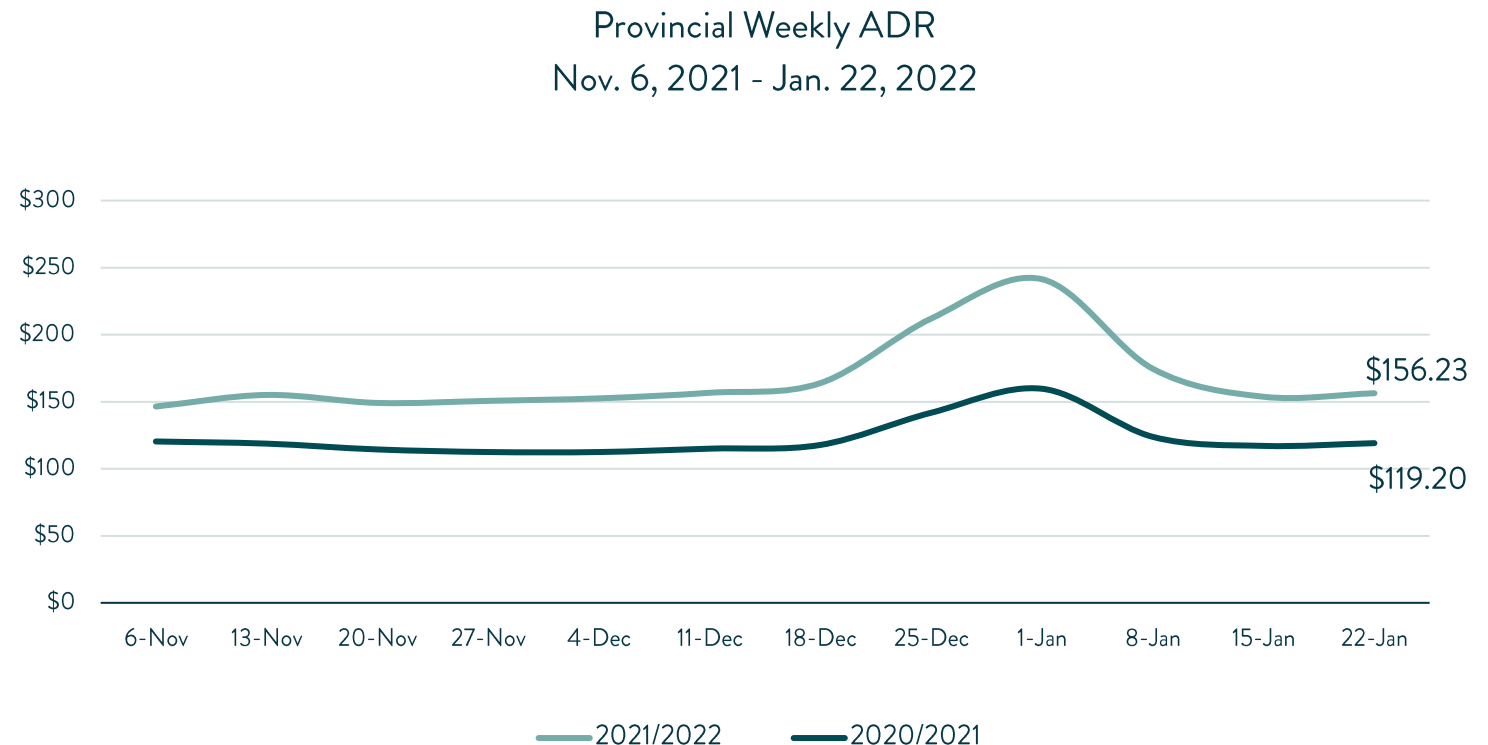
British Columbia and Communities Weekly Hotel Occupancy Rate

	Jan. 16 - 22, 2022 Occupancy Rate	Week-over-Week Jan. 16 - 22, 2022 vs. Jan. 9 - 15, 2022 Occupancy Point Change	Year-over-Year Jan. 16 - 22, 2022 vs. Jan. 17 - 23, 2021 Occupancy Point Change	2021 vs 2019 Jan. 16 - 22, 2022 vs. Jan. 20 - 26, 2019 Occupancy Point Change
British Columbia	41.4%	+1.7	+11.9	-19.5
Vancouver (City of)	29.7%	+3.2	+11.0	-42.1
Whistler	45.8%	+6.5	+21.8	-35.6
Victoria	33.5%	+3.2	+5.3	-18.6
Kelowna	34.4%	+1.0	+11.1	-15.4
Kamloops	60.4%	-2.9	+28.5	+17.8
Richmond	45.5%	-1.4	+6.6	-26.7
Revelstoke	71.2%	+7.3	+33.9	+0.5



BC's average daily rate (\$156.23) increased +31.1% compared to the same period in 2021

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$156.23 for the week of January 16 - 22, 2022.
- This represents an increase of +31.1% compared to a similar period in 2021 and a decrease of -8.2% compared to a similar period in 2019.



British Columbia and Communities Weekly Hotel Average Daily Rate (ADR)

	Jan. 16 - 22, 2022	Week-over-Week Jan. 16 - 22, 2022 vs. Jan. 9 - 15, 2022	Year-over-Year Jan. 16 - 22, 2022 vs. Jan. 17 - 23, 2021	2021 vs 2019 Jan. 16 - 22, 2022 vs. Jan. 20 - 26, 2019
	ADR	ADR Percent Change	ADR Percent Change	ADR Percent Change
British Columbia	\$156.23	+1.6%	+31.1%	-8.2%
Vancouver (City of)	\$177.36	+2.9%	+29.2%	-6.1%
Whistler	\$417.55	-4.1%	+58.3%	-9.8%
Victoria	\$150.34	+0.5%	+37.7%	+18.1%
Kelowna	\$120.87	+0.1%	+22.6%	+2.7%
Kamloops	\$105.76	-0.6%	+17.0%	+6.0%
Richmond	\$147.23	-0.6%	+26.1%	-4.5%
Revelstoke	\$197.14	+8.4%	+34.6%	-0.4%



BC's RevPAR (\$64.64) increased +5.8% from the previous week

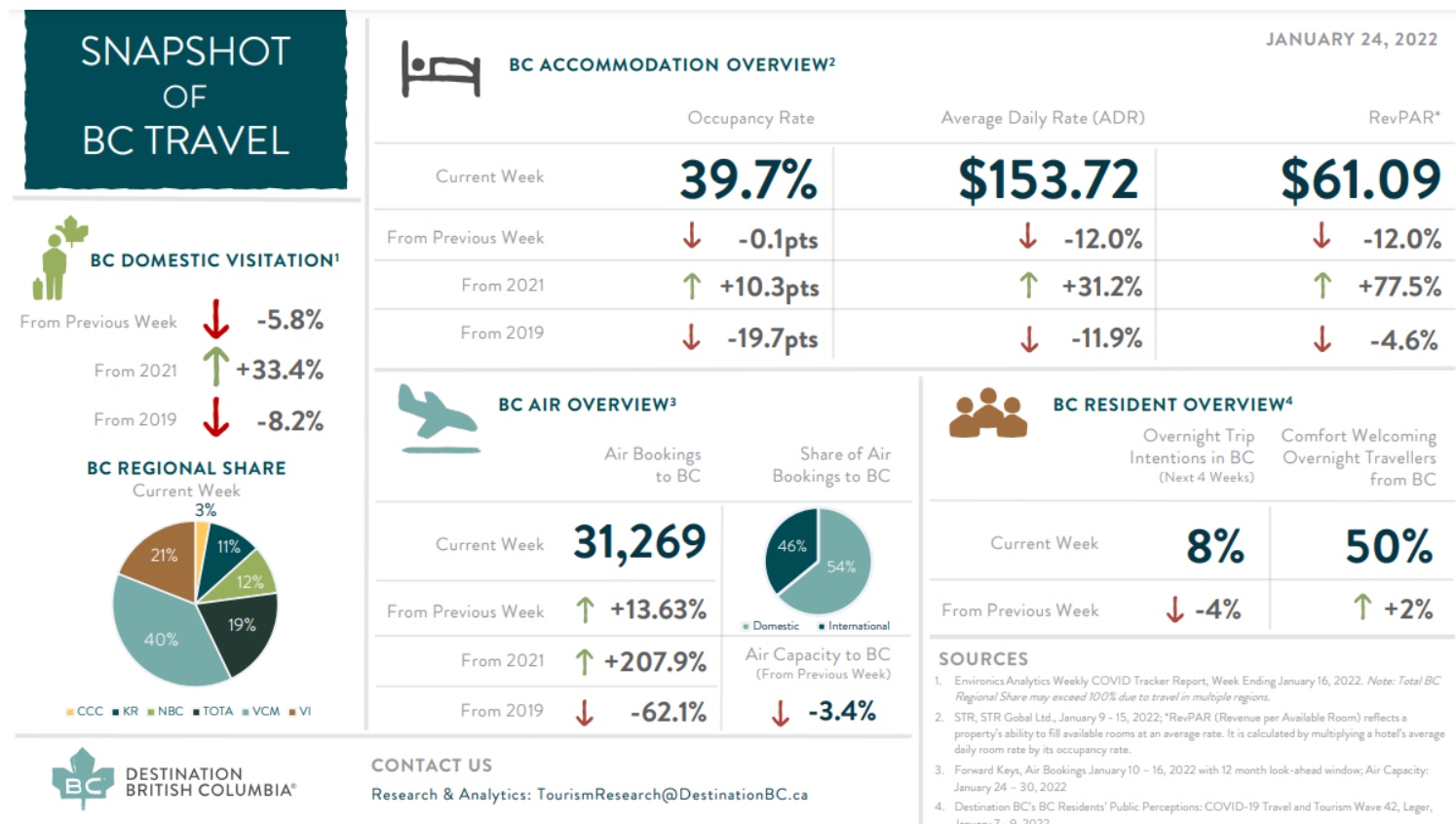
- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$64.64 for the week of January 16 - 22, 2022. This represents an increase of +5.8% from the previous week.
- BC's RevPAR showed an increase (+83.6%) for the week of January 16 - 22, 2022 compared to a similar period in 2021, and a decrease (-37.7%) compared to similar period in 2019.
- For all reported communities, RevPAR increased in 2022 compared to a similar period in 2021.

		Week-over-Week	Year-over-Year	2021 vs 2019
	Jan. 16 - 22, 2022	Jan. 16 - 22, 2022 vs. Jan. 9 - 15, 2022	Jan. 16 - 22, 2022 vs. Jan. 17 - 23, 2021	Jan. 16 - 22, 2022 vs. Jan. 20 - 26, 2019
	RevPAR	RevPAR Percent Change	RevPAR Percent Change	RevPAR Percent Change
British Columbia	\$64.64	+5.8%	+83.6%	-37.7%
Vancouver (City of)	\$52.63	+15.5%	+104.9%	-61.2%
Whistler	\$191.35	+11.9%	+201.5%	-49.3%
Victoria	\$50.36	+11.3%	+63.6%	-24.1%
Kelowna	\$41.55	+3.1%	+81.4%	-29.1%
Kamloops	\$63.84	-5.1%	+121.5%	+50.2%
Richmond	\$66.97	-3.5%	+47.5%	-39.9%
Revelstoke	\$140.32	+20.8%	+156.7%	+0.3%

Source: [2021 STR, STR Global Ltd, Jan 9 - 15, 2022](#)

Latest Snapshot of BC Travel shows Vancouver, Coast, & Mountains region made up 40% of domestic visitation

- According to Destination BC's Snapshot of BC Travel, for the week ending January 24, 2022, the Vancouver, Coast, & Mountain region made up 40% of BC's domestic visitation. In comparison, the Vancouver Island region made up 21% of BC's domestic visitation.
- During the week ending January 24, over 31,000 air bookings were made to BC. Of air bookings made to BC, 54% were domestic flights and 46% were international. Air capacity to BC decreased -3.4% from the previous week.



Source: [Snapshot of BC Travel, Destination BC, Jan 24, 2022](#)

Destination Analysts reports 76.2% of American travellers are ready to travel

- According to Destination Analysts' latest Travel Sentiment Index report (January 18, 2022), 76.2% of American travellers said they are ready to travel. This includes 27.6% who are already travelling, 19.0% who are ready to travel with no hesitations, and 29.6% who are ready to travel but feel some hesitations.
- The same report showed that 23.8% of American travellers are not ready to travel. 14.6% say they need a little more time to be ready to travel and 9.2% say that they need a lot more time to be ready to travel.

TRAVEL STATE-OF-MIND

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)

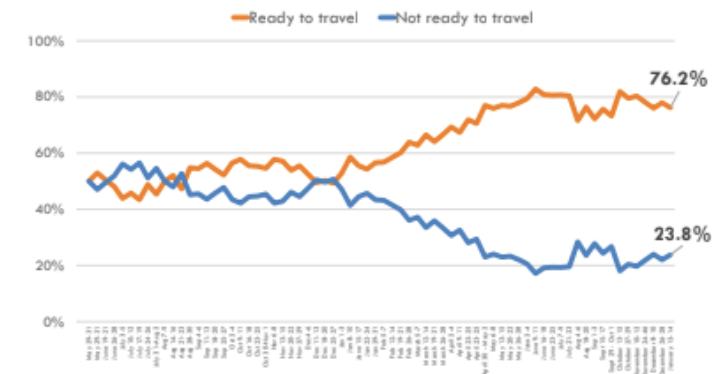


(Base: Wave 82 data. All respondents, 1,202 completed surveys.

Data collected January 12-14, 2022)

Destination Analysts
50 YEARS RESEARCH

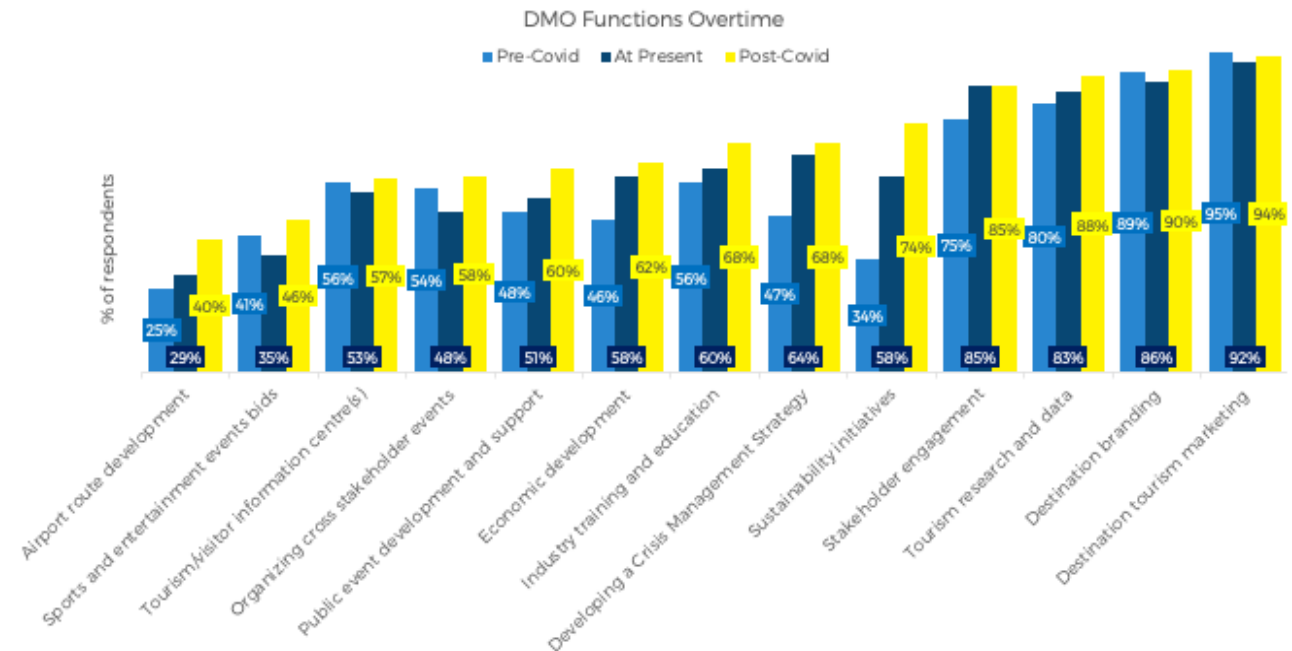
Historical data



Source: [Destination Analysts Travel Sentiment Index Report. Jan 18, 2022](#)

Skift reports that since the pandemic began DMO's are spending more time on sustainability initiatives

- A recent report by Skift analyzes the self-reported functions of DMO's pre-covid, in the present, and forecasted for post-covid. This report showed how DMO's from across the globe are increasingly involved in airport route development, economic development, industry training, crisis management, and sustainability initiatives.
- Overall, there is a trend over the pandemic of DMO's expanding their operations beyond marketing, research, and branding.

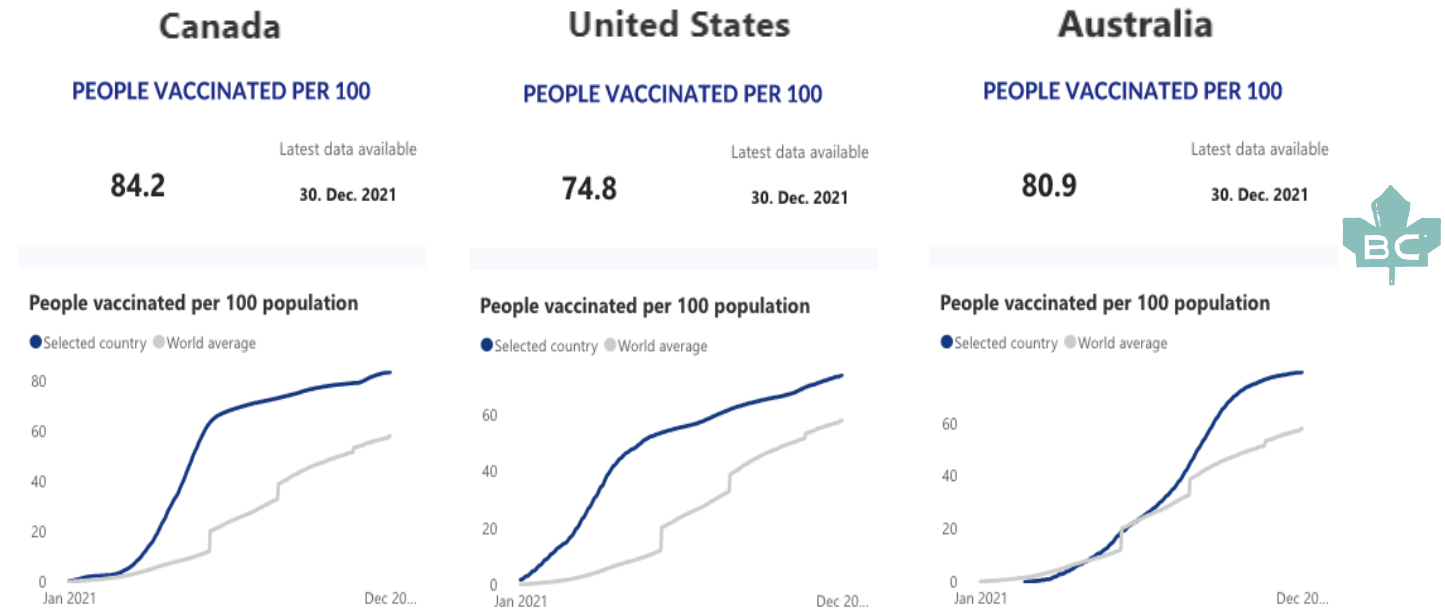


Source: Skift Research, December 2021. n=100



UNWTO reports 57.9% of the global population has received at least one dose of a vaccine

- According to the UNWTO, as of December 30, 2021, the global average for vaccination rates (with at least one dose) is at 57.9 out of every 100 people.
- The same dashboard shows that as of December 30, 2021, Canada has vaccinated (with at least one dose) 84.2 out of every 100 people, compared to the US which has vaccinated 74.8 out of every 100 people, and Australia which has vaccinated 80.9 out of every 100 people.
- For up-to-date information on health indicators, air travel, and destination regulations, visit the [UNWTO/IATA Destination Tracker dashboard](#).



Source: [UNWTO/IATA, Dec 30, 2021](#)

A summary of relevant tourism headlines from around the world

We've included some relevant tourism headlines from around the world:

- [B.C. divided on prospect of another Olympics bid](#) (Vancouver Sun)
- [B.C. heli-ski industry under pressure from Omicron despite COVID-19 testing, precautions](#) (CBC)
- [Staycation boom could revitalize domestic tourism as pandemic persists](#) (Global News)
- [Residents can get a tax credit from 'Ontario Staycation' in 2022](#) (Global News)
- [What travellers told Expedia about eco-friendly trips and tourism](#) (Skift)
- [Travel industry coalition pushes for new testing requirements](#) (CTV News)



Tourism and COVID-19 dashboard and reporting resources

- Destination BC is publishing a weekly [Snapshot of BC Travel](#) which includes information related to accommodation, air bookings, and overall domestic visitation.
- Destination BC's [Tourism Industry Dashboard](#) tracks statistics across tourism-related industries including accommodations, food and beverage, and transportation.
- Destination BC conducts and commissions general [research and insights](#) related to travel and tourism in British Columbia, as well as [COVID-19 Research and Insights](#).
- The UNWTO has a [tourism recovery tracker](#), the most comprehensive tourism dashboard to date. The UNWTO also has an [online dashboard of international statistics](#) on the impact of COVID-19 on the tourism sector.
- [The BC Tourism Resiliency Network](#) hosts tourism impact reports and travel pattern studies.
- The [Travel and Tourism Research Association](#) links to many research and analytics companies on their COVID-19 Resource Centre.
- The [Business Council of BC Dashboard](#) allows users to quickly understand the economic toll, recovery, and economic climate of BC.
- The [Ipsos Consolidated Economic Indicators](#) dashboard displays economic indicators across the globe including investment, employment, and GDP.
- [Phocuswire's](#) COVID-19 liveblog covers the pandemic's impact and recovery in the tourism industry.





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This report can be found online on the
[Destination BC Research & Insights COVID-19](#) webpage

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